



## news release

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- **Customer Service needs to be Board-level responsibility, says Qcom MD**
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Neil Anderson, managing director of Qcom, a technical outsourcing company working across the UK and EMEA, has been confirmed as a keynote speaker at Service Management Expo, at the NEC Birmingham 22-23 September 2009.

Neil will be exploring how future corporate thinking in the field service industry must focus more on customer-centric activities as demands and expectations rise. He examines what this means for companies in today's global market.

Neil says: "Companies have to respond to new client expectations, something which is overlain by trends towards greater globalisation and overseas innovation, as well as the emergence of 'Generation Y' both in the workplace and as consumers.

"The reality is that UK business strategies need to be both alert to sector trends, and adaptable to enable companies to survive.

"What this requires is a company-wide focus on customer service; a vital part of any and all transactions."

Neil will be calling for director-level responsibility for customer service and asking if corporate thinking should be more greatly aligned (or realigned) around customer-centric activities, particularly in a recession.

And, as more companies turn to outsourcing as a way of reducing costs and creating a more flexible business model in a time of great uncertainty, Neil will also explore the relationship that companies have with outsourced suppliers. He will offer suggestions about achieving borderless collaboration between client and supplier partner as an ideal end game.

**Neil will be speaking on The Power of Customer Service at 10:30am on Tuesday, 22 September, in Theatre 1, Hall 10 in the NEC Birmingham.**

For more information on Qcom's outsourced technical services, visit [www.qcom.co.uk](http://www.qcom.co.uk).

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#### About Qcom

1. Qcom is a technical outsourcing company working across the UK and EMEA. It operates across a large range of technologies offering pre- and post-sales technical support, delivering warranty packages and technical services as well as consultancy around issues such as customer care.
2. Qcom provides technical services and support packages to the manufacturers, distributors, and resellers of a range of technology products, including IT, RFID, Auto ID, barcoding, data capture, EPOS, convergent IT and mobility solutions.

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